



**Village Square Realty, Inc.**  
15466 Los Gatos Boulevard, Suite #217  
Los Gatos, California 95032  
(408) 356-7191 / Fax (408) 356-2019

lead for every 20 cold calls that I make on the telephone and 1 "hot" prospect who will do something within 3 months for every 200 calls.

1 out of 30 people contacted by phone are annoyed. Their names are marked off of my list, as there are plenty of other people who welcome my calls. Roughly 97% of the people I speak to on the telephone for cold calls thank me for calling and they are very nice.

Unless a person shows interest in my offering, the call made to them lasts less than 2 minutes. I don't want to waste people's time or my time if they don't have a need or interest I can fulfill through my product or service.

Over 50% of my business this year will have been from the result of cold-calling on the telephone, and those clients have been delighted with my service. They are pleased that I called them.

The concern of invasion of privacy by phone calling machines is a real one. Remember that my belief is that the importance of the use of the telephone is personal contact. Machines can't make personal calls--they aren't persons.

Today, our country is in the midst of a recession. In real estate, especially in our area of \$300,000 to \$1,000,000 homes, the business has been at a low-volume for three years in a row--in spite of the lowest interest rates in fifteen years.

Businesses run into problems leading to layoffs and the symptoms of recessions when sales are not being made. While the tactics of sales prove annoying to those who don't want to buy, they are necessary to find those who do want to buy.

Mass-mailing is much less effective by itself. In the real estate business, it takes a mailing of 1,000 pieces to get one response--and then you get complaints about "junk mail."

On the other hand, mailing in conjunction with follow-up phone calls help to take the "chill" off cold telephone calls. At least the prospect may have seen your name.

In the real estate business, there are occasions in which we are informed how agents have had continued success, even in these difficult times. Without exception, all those who have continued success on the highest level are maintaining effective prospecting campaigns, including a high level of contact by the telephone.

In order to get America back on a productive trend and out of the recession, we must encourage more sales. The sales force must be

encouraged to use the same techniques as those proven successful by the top agents in their fields--including the use of the telephone.

Sales must be recognized for what it is--a "numbers game," reliant on percentages. Many hundreds of people will have to be contacted for every few people who purchase a product or service.

The people in the general public have a very fuzzy idea of how sales in real estate works. Putting it bluntly, if an agent relies on people coming to the office or calling on classified ads in the newspaper, they probably won't last two years in the real estate business. The agents who are maintaining steady incomes and achieving success are those who are prospecting and going out to find the prospects instead of waiting for the prospects to come to them.

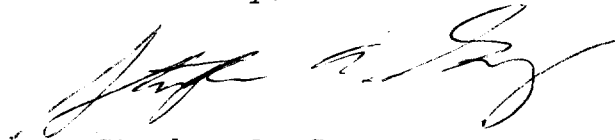
Unfortunately, some people will become annoyed along the way. This is part of the percentages also, and it's something that must be accepted for increased sales, just as salespeople have to accept that they are going to encounter rejection.

A blanket restriction on phone solicitation would result in America "shooting it's own foot," economically speaking.

Please encourage sales in America. Limit telephone solicitation restrictions to the use of phone calling machines.

Thank you for your courteous attention.

Sincerely,

A handwritten signature in cursive script, appearing to read "Stephen A. Gray".

Stephen A. Gray



**REALTY EXECUTIVES  
METRO, INC.**

18927 Farmington Road  
Livonia, Michigan 48152  
Bus: (313) 473-1200  
Fax: (313) 473-1204

**RECEIVED**

**SEP 18 1992**

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

**RECEIVED**  
SEP 3 4 39 PM '92  
INFORMAL COMPLAINTS  
ENFORCEMENT DIVISION  
COMMON CARRIER BUREAU

September 1, 1992

Office of the Secretary  
Federal Communication Commission  
Attn: Docket No. 92-90  
1919 M ST. N.W.  
Washington, D.C. 20554

Please do not restrict the ability to use person-to-person solicitations. In many cases the people we contact do not wish to sell their homes but refer us to a friend or relative that does. This referral process is very important to the real estate business.

Consider the number of agencies that may end up going door-to-door solicitating. This is an inconvenience to the homeowner, and they can't just hang up the telephone.

Please consider other options.

Sincerely,

Robert Sexton  
Agent  
jr



**REALTY WORLD® – Van's**  
9995 E. Grand River, Brighton, MI 48116  
Telephone: (313) 227-3455

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INFORMAL COMPLAINTS  
ENFORCEMENT DIVISION  
COMMON CARRIER BUREAU

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SEP 18 1992

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

August 31, 1992

TO: Office of the Secretary  
Federal Communications Commission

RE: Docket No. 92-90, Telephone Consumer Protection Act of 1991

We in the real estate profession are greatly concerned about restrictions on person to person telephone solicitations.

Cold calling is a key part of the residential real estate business. Talking to people gets a better response than mailings that could easily be pitched and never opened.

The percentage of complaints we get is very minimal compared to the business telephoning generates for our office.

Please do not restrict person to person telephone solicitations.

*William A. Harvey*



**REALTY WORLD® – Van's**  
9995 E. Grand River, Brighton, MI 48116  
Telephone: (313) 227-3455

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SEP 3 4 39 PM '92  
INFORMAL COMPLAINTS  
BRANCH  
ENFORCEMENT DIVISION  
COMMON CARRIER BUREAU

August 31, 1992

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TO: Office of the Secretary  
Federal Communications Commission

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

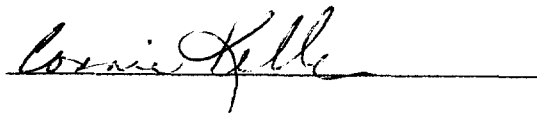
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Please do not restrict person to person telephone solicitations.





23852 MICHIGAN AVENUE  
DEARBORN, MICHIGAN 48124-1865  
TELEPHONE: (313) 274-8911

August 28, 1992

Office of the Secretary  
Federal Communications Commission  
Attn: Docket No. 92-90  
1919 M St. N.W.  
Washington, D.C. 20554

Re: Docket No. 92-90  
Telephone Consumer Protection Act of 1991.

To Whom It May Concern:

It has been brought to my attention that the Federal Communications Commission is considering restrictions on person to person solicitation of residential homes.

"Cold calling" is an integral part of my business and the residential real estate industry in general. A key part of the residential real estate business involves using the telephone for person to person solicitations.

Restricting these calls would cut deeply into my personal business and ultimately my earnings.

I strongly urge you not to legislate restrictions on the established practice of "Cold Calling."

Sincerely yours,

*Billy C. Dillard*

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INFORMAL COMPLAINTS  
ENFORCEMENT DIVISION  
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OFFICE OF THE SECRETARY

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Federal Communications Commission  
Attn: Docket No. 92-90  
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Sincerely yours,

Gilbert H. Strachan



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TELEPHONE: (313) 274-8911

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OFFICE OF THE SECRETARY

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Office of the Secretary  
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Sincerely yours,

*Stephen A. Roczny*





23852 MICHIGAN AVENUE  
DEARBORN, MICHIGAN 48124-1865  
TELEPHONE: (313) 274-8911

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ENFORCEMENT DIVISION  
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Sincerely yours,

ALI ELDIRANI  
*Ali Eldiran*



Elegant Homes

27030 Evergreen  
Lathrup Village, Michigan 48076  
Business (313) 569-6633  
Fax (313) 569-5759

August 29, 1992

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INFORMAL COMPLAINTS  
ENFORCEMENT DIVISION  
COMMON CARRIER BUREAU

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FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

To Whom It May Concern:

As a realtor-associate the person-to-person telephone solicitation is very important and necessary for me to reach the level of success that I am projecting for myself.

Please do not restrict this vital tool so needed in real estate.

Thank you kindly,  
Lottie Hughes



**Hartford South, Inc.**

39209 West Six Mile Road, Suite 100  
Livonia, Michigan 48152  
(313) 464-6400 / Toll Free (800) 523-5740

**Edward J. Pringlemeir, G.R.I.**  
Associate Broker

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SEP 3 4 40 PM '92  
INFORMAL COMPLAINTS  
ENFORCEMENT DIVISION  
COMMON CARRIER BUREAU

August 28, 1992

Office of the Secretary  
Federal Communications Commission  
Attn: Docket No. 92-90  
1919 M Street N.W.  
Washington, D.C., 20554

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SEP 18 1992

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

To Whom it may Concern,

Please let us continue to know that this is a reasonably free country allowing each person to create a livelihood for themselves as long as they do not adversely affect another's freedom of privacy.

At a time when the FCC is working on drafting regulations to control and/or to restrict the use of person-to-person solicitations of residential homes I must ask you to give great consideration before enacting a position that would tremendously negatively affect the earning capacities of the typical residential real estate agent or broker. Complaints about person-to-person solicitation have not been a major concern to the public in our community, we do admit there has been a problem expressed about artificial computer-generated solicitations.

We simply ask you to consider the strength that has been the backbone of our great country and that can well best expressed by the free enterprise of our independent citizens talking directly to the public that can benefit from their services.

Thank you for your consideration.

Respectfully,

Edward J. Pringlemeir, G.R.I.  
Associate Broker



23852 MICHIGAN AVENUE  
DEARBORN, MICHIGAN 48124-1865  
TELEPHONE: (313) 274-8911

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ENFORCEMENT DIVISION  
COMMON CARRIER BUREAU

August 28, 1992

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FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

Office of the Secretary  
Federal Communications Commission  
Attn: Docket No. 92-90  
1919 M St. N.W.  
Washington, D.C. 20554

Re: Docket No. 92-90  
Telephone Consumer Protection Act of 1991.

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Restricting these calls would cut deeply into my personal business and ultimately my earnings.

I strongly urge you not to legislate restrictions on the established practice of "Cold Calling."

sincerely yours,



**Above  
the  
Crowd!®**

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ENFORCEMENT DIVISION  
COMMON CARRIER BUREAU

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August 30, 1992

**'SEP 18 1992**

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

RE: Docket 92-90  
Telephone Consumer Protection Act of 1991.

Dear Federal Communications Commission,

As a Realtor, we use the telephone extensively to prospect for potential buyers and sellers. It is a very important aspect of our business and to restrict its use would be devastating to our industry.

Complaints about person to person telephone solicitations are extremely low compared to other methods such as the use of artificial, computer-generated solicitations. In our industry, person to person telephone solicitations are a major part of our business, to hinder our use would be devastating to the real estate professionals business.

As a professional, full-time realtor, I urge the FCC not to restrict our use of the telephone for person to person real estate solicitations. (RE: Docket No. 92-90, Telephone Consumer Protection Act of 1991)

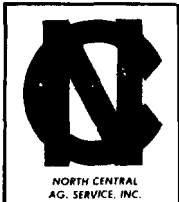
Sincerely,

Lorena McMullen



**RE/MAX** Foremost, Inc.  
33966 Eight Mile Road, Suite 102  
Farmington Hills, Michigan 48024  
Phone: (313) 473-6200/422-7849

An Independent Member Broker



REALTORS®

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INTERNAL COMPLAINTS  
RANCH  
AGENT DIVISION  
COMPLAINT BUREAU

**NORTH CENTRAL®**  
**AGRICULTURAL SERVICE, INC.**



EQUAL HOUSING  
OPPORTUNITY

Box 26 • 815 E. DePue • Olivia, Minnesota 56277-0026 • (612) 523-1951

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SEP 18 1992

August 26, 1992

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

Office of Secretary  
Federal Communications Commission  
Attention: Docket # 92-90  
1919 M Street NW  
Washington, D.C.

Dear Sirs:

Our firm utilizes the telephone in person to person solicitation of both management and sales clients. It is essential to our business to "follow-up" with such calls simply to permit those prospects to ask questions about our services and to be able to relate to those questions first hand. We call prospective clients nationwide and would be unable to conduct business if the telephone cold call wasn't available to us.

The utilization of the "cold call" is essential to us and our portion of the real estate industry.

Thank you for considering our concerns.

Sincerely yours,

Roger Heller  
A.F.L.B., A.F.M.

RH/lkj



SALES • EXCHANGES • MANAGEMENT

Members of the Realtors Land Institute of National Association of Realtors, and  
The American Society of Farm Managers and Rural Appraisers



The Prudential 

**Great Lakes Realty**

31000 Northwestern Highway, Suite 101  
Farmington Hills, MI 48334-2585  
(313) 626-9100

Office of the Secretary  
Federal Communications Commission  
Attn: Docket No 92-90  
1919 M st. N.W.  
Washington D.C. 20554

RECEIVED

SEP 18 1992

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

Dear Sirs:

In considering the implementation of the Telephone Consumer Protection Act of 1991. I urge you not to restrict any person-to-person telephone solicitations.

As a Real Estate agent person-to-person solicitation is very important to my business and the business of most agents. To prohibit, or further restrict this activity would be detrimental to my ability to produce income.

I do agree that the use of artificial computer generated solicitations is not only offensive to consumers, but contributes to increased unemployment and consumer complaints.

Again I urge you not to restrict person-to-person solicitations in your consideration of "Docket No. 92-90 Telephone Consumer Protection Act of 1991."

Sincerely;

*Anne Andrie*

The Prudential  
Great Lakes Realty

*Charles K. Brown & Co.*

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FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

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SEP 3 4 41 PM '92  
INFORMAL COMPLAINTS  
ENFORCEMENT DIVISION  
COMMUNICATIONS CARRIER REGISTRATION

August 27, 1992

Office of the Secretary  
Federal Communications Commission  
Attention: Docket#- 92-90  
1919 M Street NW  
Washington, DC 20554

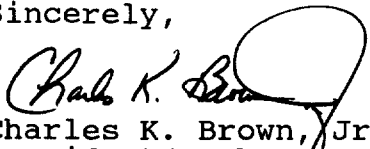
Dear Sirs:

We understand that the FCC is drafting regulations to implement the Telephone Consumer Protection Act of 1991, which would consider restrictions on person to person solicitations of residential homes. If this restriction is put in place I must tell you that it would have a tremendous impact on our business.

I'm a Realtor in Waynesville, North Carolina and our marketing of our area and properties that we have listed relies almost exclusively on this type of direct marketing. I must ask that you please not restrict our ability to utilize our person to person telephone solicitations for the sale or listing of real property as it would have a terrible effect on our ability to survive in these economic times.

Thank you for your consideration.

Sincerely,

  
Charles K. Brown, Jr.  
President/Broker





**Great Lakes Realty**

31000 Northwestern Highway, Suite 101  
Farmington Hills, MI 48334-2585  
(313) 626-9100

Office of the Secretary  
Federal Communications Commission  
Attn: Docket No 92-90  
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Sincerely;

The Prudential  
Great Lakes Realty



23852 MICHIGAN AVENUE  
DEARBORN, MICHIGAN 48124-1865  
TELEPHONE: (313) 274-8911

August 28, 1992

Office of the Secretary  
Federal Communications Commission  
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1919 M St. N.W.  
Washington, D.C. 20554

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I strongly urge you not to legislate restrictions on the established practice of "Cold Calling."

Sincerely yours,

*Joan M. Godreau*

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SEP 3 4 38 PM '92  
INFORMAL COMPLAINTS  
ENFORCEMENT DIVISION  
COMMON CARRIER BUREAU

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SEP 18 1992

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

August 30, 1992

Office of Secretary  
Federal Communications Commission  
Docket No. 92-90  
1919 M St. N.W.,  
Washington, D.C. 20554

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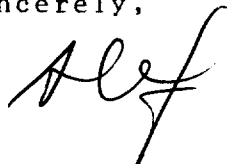
I am writing this letter to express my utter dissatisfaction and complete opposition to the Telephone Consumer Protection Act of 1991, which restricts the person-to-person solicitations of residential homes.

I would like to bring to your attention the importance of these calls and the major role they play in marketing our services to the public and point out the following:

1. Restriction on telephone contacts simply adds to the amount of driving which is neither energy efficient nor environmentally irresponsible.
2. Those residents who do not wish to be contacted can simply arrange with the phone company to have a non-listed phone number.

Based on the above, I urge you to acknowledge the damaging effect of restrictions on person-to-person phone contacts and move to delete this portion of the regulation.

Sincerely,



STEVE ALEMAN

ERA REAL ESTATE

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SEP 3 4 42 PM '92  
INFORMAL COMPLAINTS  
BRANCH  
ENFORCEMENT DIVISION  
COMMON CARRIER BUREAU

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Sincerely,

*Brenda L. Grucio*

REALTOR

EKA Main St.

P.S. I would also like to bring to your attention the many handicapped people who rely solely on telephones to make their living. There are also many young mothers who cannot leave their children at home during certain hours and do rely on the phone to make their contacts. These people would be left out of business if your restrictions are enacted.

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**REALTY WORLD® – Van's**  
9995 E. Grand River, Brighton, MI 48116  
Telephone: (313) 227-3455

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ENFORCEMENT DIVISION  
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Please do not restrict person to person telephone solicitations.



# ERA® GENTRY REAL ESTATE, INC.

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FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

September 1, 1992

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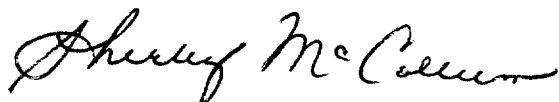
To Whom This May Concern;

As a real estate agent I strongly oppose the Docket #92-90 Telephone Consumer Protection Act of 1991.

Cold calling is an important part of our business. Person to person contact allows the public to ask questions regarding their real estate needs.

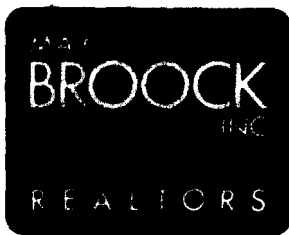
Sincerely Concerned,

Shirley McCollum



ERA Gentry Real Estate, Inc.

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INFORMAL COMPLAINTS  
BRANCH  
ENFORCEMENT DIVISION  
COMMON CARRIER BUREAU



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(313) 656-6500

SEP 8 4 24 PM '92  
420 WEST UNIVERSITY  
INFORMAL COMPLAINTS  
BRANCH  
ENFORCEMENT DIVISION  
COMMON CARRIER BUREAU

ROCHESTER, MICHIGAN 48307

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SEP 18 1992

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

September 2, 1992

Office of the Secretary  
Federal Communications Commission  
1919 M Street, N.W.  
Washington, D.C. 20554

Dear Sirs:

RE: DOCKET NO. 92-90  
TELEPHONE CONSUMER PROTECTION ACT OF 1991

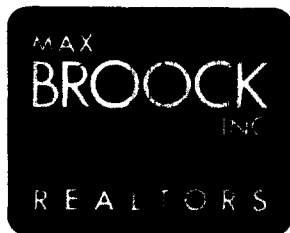
As a REALTOR, I am requesting that the FCC does not put a ban on 'cold' calls. This is a very important part of our marketing program for Buyers and Sellers. I have been informed that there have been very few complaints on calls for person to person solicitations of residential homes.

Sincerely,

MAX BROOCK, INC.

Donald Anderson  
Realtor Associate





(313) 656-6500

420 WEST UNIVERSITY • ROCHESTER, MICHIGAN 48307

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INFORMAL COMPLAINTS  
BRANCH  
ENFORCEMENT DIVISION  
COMMON CARRIER BUREAU

September 2, 1992

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Office of the Secretary  
Federal Communications Commission  
1919 M Street, N.W.  
Washington, D.C. 20554

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

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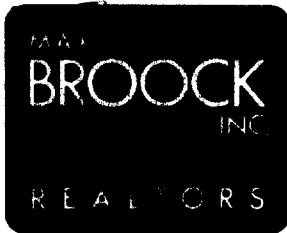
Sincerely,

MAX BROOCK, INC.

*Gladys Corbin*  
Gladys Corbin  
Associate Broker







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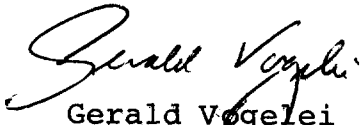
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Gerald Vogelei  
Realtor Associate

